



Recognizing the Power of Collective!
Mobilizing Our Communities to Prevent Sexual Violence



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VISIONING EXERCISE

A Participatory Activity

In order to design a community mobilization initiative, we must be able to envision the improvement to our community as a result of our work.

Turn to the person sitting next to you and share :

- 1. an element of your vision of a community without sexual violence.**
- 2. a reason why going beyond direct service and working in primary prevention is important.**



Or,



PROJECT ENVISION MODEL

Background
and
History !!



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A Promising Approach to Primary Prevention

**A MULTI-YEAR, COALITION-BASED COMMUNITY
MOBILIZATION PROJECT**

THAT ENGAGED

11 NYC RAPE CRISIS PROGRAMS

3 NYC COMMUNITIES

OVER 500 COMMUNITY MEMBERS

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LONG TERM GOAL

Reduce the incidence of Sexual Violence

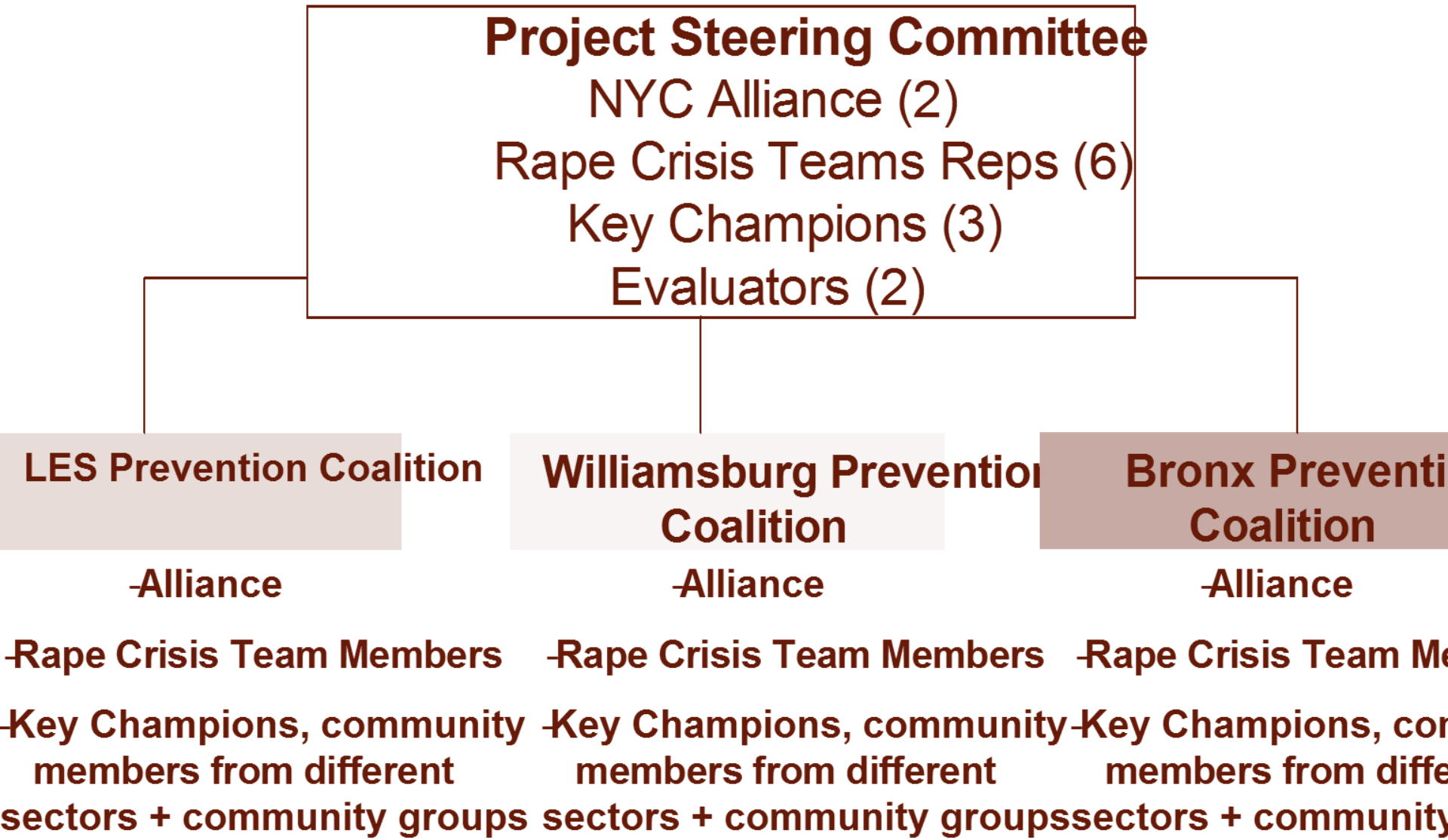
MEDIUM TERM GOAL

Promote healthy, equitable non-violent social norms

SHORT TERM GOAL

Greater community engagement and investment in sexual violence prevention

Membership Structure of Envision Community Coalitions



COMPONENTS OF ENVISION'S FRAMEWORK FOR PREVENTION

Comprehensive
(Spectrum of Prevention)

**Focused on
social norms change**

Stage-specific

Participatory

PARTICIPATORY ACTION RESEARCH (PAR)

Using participatory methods to mobilize communities for primary prevention of sexual violence

PAR is a research approach that involves **active participation** of stakeholders, in all phases for the purpose of producing useful results to **those whose lives are affected by the issue** make positive social changes.”

(Nelson, Ochocka, Griffin & Lord, 1998, p.12)

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How Did Project Envision Use PAR For Community Mobilization ?

1. Rape Crisis Programs → Organizational Readiness Assessment
2. 3 NYC Communities → Community Needs Assessment_(CNA)
3. Community Stakeholders → Community Asset Mapping
4. Community members → Sharing _(CNA) findings + Program design
5. Coalition + Community members → Participatory Evaluation

PROJECT ENVISION TIMELINE

Phase I 2007-2008	Phase II 2008-2009	Phase III 2009-2010	Phase IV 2010-2012	Phase V 2012-2013
Project planning	PAR needs assessment	Disseminate findings; gather community feedback	Gather program inputs; refine program plans	Continue community-specific prevention programs
Community readiness assessments	Develop community leadership	Design community-specific prevention programs	Implement prevention program activities	Evaluate community-specific prevention programs
Community selection	Develop community partnerships			Evaluate Project Envision

COMMUNITY NEEDS ASSESMENT REPORTS

Project ENVISION

WILLIAMSBURG

2009

A CITY WITHOUT SEXUAL VIOLENCE. COMMUNITY RESEARCH SUMMARY

Sexual violence is any completed or attempted sexual act against a person's will or against a person unable to give consent. Sexual violence encompasses a continuum of acts, ranging from unwanted sexual comments or advances to completed rape. Sexual violence is a public health problem and a human rights issue that can be prevented.

In 2009, the New York City Alliance Against Sexual Assault, in conjunction with community stakeholders, conducted action-research on sexual violence prevention in three communities. In Williamsburg, Brooklyn, a community coalition comprised of local service providers, rape crisis advocates, parents, educators and activists, is using the data to develop effective solutions for preventing sexual violence in their community.

THE RESEARCH EXPLORED:

- 1 Is sexual violence a problem in the community?
- 2 What are the most common forms of sexual violence in the community?
- 3 What are the root causes of sexual violence?
- 4 How can we prevent sexual violence in the community?
- 5 What are the characteristics of the community that can support sexual violence prevention?

1 Is sexual violence a problem in Williamsburg?

Have you experienced sexual violence...

- ...before the age of 15? 34%
- ...after the age of 15? 48%
- ...perpetrated by a partner or spouse? 21%
- ...perpetrated in the workplace? 23%

Do you know someone who has experienced sexual violence?

- 62% yes
- 34% no
- 0% don't know

Do you think sexual violence is a problem in Williamsburg?

- 44% yes
- 33% no
- 23% don't know

Data was gathered using participatory action research (PAR) methods, including focus groups and street-intercept surveys. PAR methods emphasize meaningful community engagement at all phases of the research. A total of 100 community members participated in the research: 144 completed street surveys and 72 participated in focus groups. Data does not reflect a representative sample of the community, rather, a combination of both random and participant-driven, snowball sampling methods. For additional information on research questions, sampling methods, demographic data and a complete report coming soon, visit: www.aafny.org.

* Here, % represents the percentage of 100 street survey respondents.

† Here, % represents the percentage of 72 focus group participants who completed survey surveys.

Project ENVISION

the SOUTH BRONX

2009

A CITY WITHOUT SEXUAL VIOLENCE. COMMUNITY RESEARCH SUMMARY

Sexual violence is any completed or attempted sexual act against a person's will or against a person unable to give consent. Sexual violence encompasses a continuum of acts, ranging from unwanted sexual comments or advances to completed rape. Sexual violence is a public health problem and a human rights issue that can be prevented.

In 2009, the New York City Alliance Against Sexual Assault, in conjunction with community stakeholders, conducted action-research on sexual violence prevention in three communities. In the South Bronx, a community coalition comprised of local service providers, rape crisis advocates, community members and activists, is using the data to develop effective solutions for preventing sexual violence in their community.

THE RESEARCH EXPLORED:

- 1 Is sexual violence a problem in the community?
- 2 What are the most common forms of sexual violence in the community?
- 3 What are the root causes of sexual violence?
- 4 How can we prevent sexual violence in the community?
- 5 What are the characteristics of the community that can support sexual violence prevention?

1 Is sexual violence a problem in the South Bronx?

Have you experienced sexual violence...

- ...before the age of 15? 50%
- ...after the age of 15? 50%
- ...perpetrated by a partner or spouse? 28%
- ...perpetrated in the workplace? 22%

Do you know someone who has experienced sexual violence?

- 39% yes
- 55% no
- 3% don't know

Do you think sexual violence is a problem in the South Bronx?

- 53% yes
- 32% no
- 14% don't know

Data was gathered using participatory action research (PAR) methods, including focus groups and street-intercept surveys. PAR methods emphasize meaningful community engagement at all phases of the research. A total of 100 community members participated in the research: 97 completed street surveys and 72 participated in focus groups. Data does not reflect a representative sample of the community, rather, a combination of both random and participant-driven, snowball sampling methods. For additional information on research questions, sampling methods, demographic data and a complete report coming soon, visit: www.aafny.org.

Project ENVISION

the LOWER EAST SIDE

2009

A CITY WITHOUT SEXUAL VIOLENCE. COMMUNITY RESEARCH SUMMARY

Sexual violence is any completed or attempted sexual act against a person's will or against a person unable to give consent. Sexual violence encompasses a continuum of acts, ranging from unwanted sexual comments or advances to completed rape. Sexual violence is a public health problem and a human rights issue that can be prevented.

In 2009, the New York City Alliance Against Sexual Assault, in conjunction with community stakeholders, conducted action-research on sexual violence prevention in three communities. In the Lower East Side, a community coalition comprised of local service providers, rape crisis advocates, community members and activists, is using the data to develop effective solutions for preventing sexual violence in their community.

THE RESEARCH EXPLORED:

- 1 Is sexual violence a problem in the community?
- 2 What are the most common forms of sexual violence in the community?
- 3 What are the root causes of sexual violence?
- 4 How can we prevent sexual violence in the community?
- 5 What are the characteristics of the community that can support sexual violence prevention?

1 Is sexual violence a problem in the Lower East Side?

Have you experienced sexual violence...

- ...before the age of 15? 31%
- ...after the age of 15? 44%
- ...perpetrated by a partner or spouse? 40%
- ...perpetrated in the workplace? 14%

Do you know someone who has experienced sexual violence?

- 54% yes
- 31% no
- 15% don't know

Do you think sexual violence is a problem in the Lower East Side?

- 37% yes
- 24% no
- 34% don't know

Data was gathered using participatory action research (PAR) methods, including focus groups and street-intercept surveys. PAR methods emphasize meaningful community engagement at all phases of the research. A total of 100 community members participated in the research: 144 completed street surveys and 64 participated in focus groups. Data does not reflect a representative sample of the community, rather, a combination of both random and participant-driven, snowball sampling methods. For additional information on research questions, sampling methods, demographic data and a complete report coming soon, visit: www.aafny.org.

PARTICIPATORY GROUP ACTIVITY

Imagine that you are a resident of the **Lower East Side Community Coalition** . With your “neighbor,” using the summary findings in the next slide discuss the following :

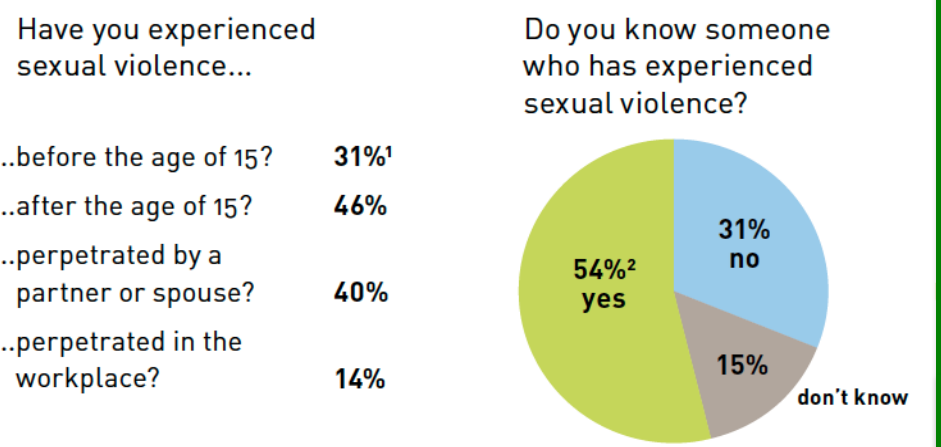
1. What questions do the findings raise?
1. What type of prevention program does this community need?
2. Who would be the target population for your prevention program?

PARTICIPATORY GROUP ACTIVITY

ANALYSING LOWER EAST SIDE COMMUNITY REPORT

- ❖ What questions do the findings raise?
- ❖ What type of prevention program does this community need?
- ❖ Who will be the target population of your prevention effort ?

Is sexual violence a problem in the Lower East Side?



What are the most common forms of sexual violence in LES?

- Intimate partner violence
- Sexual violence related to gender inequality
- Alcohol-facilitated sexual assault related to the “bar scene”

What are the characteristics of the LES that can support SV prevention?

	YES	NO	
Do you have family in the community?	65%⁵	34%	
Do you have friends in the community?	94%	6%	
Do you attend any groups or organizations in the Lower East Side?	35%	63%	
Would community members be willing to contribute to a community project?	60%	16%	24% don't know

How can we prevent sexual violence in LES?

- Working with Youth (59%)
- Working with Families (44%)
- Reducing alcohol & drug abuse (43%)

PARTICIPATORY GROUP ACTIVITY

A Potential Prevention Model for LES



Facilitate dialogue with individuals about sexual violence

Define “what’s ok” and “what’s not” in Lower East Side Community

Build partnerships with local DV/ SA advocacy programs and nightlife community (e.g., bars and restaurants)

Recruit community activists and allies from diverse community-based groups; promote a sense of community across LES

Create public service announcements; train bar staff and stakeholders; and establish “Safe Bars” in LES

Increase police responsiveness to sexual violence; involve councilmembers/ policymakers to address SV in the LES; and create programs that address existing disparities in the community (e.g. health, income)

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PROJECT ENVISION COMMUNITY COALITIONS – AT A GLANCE

	LOWER EAST SIDE COMMUNITY COALITION	SOUTH BRONX COMMUNITY COALITION	WILLIAMSBURG COMMUNITY COALITION
COMMUNITY IDENTIFIED PRIORITIES	Sexual violence in intimate partner relationships	Child sexual abuse	Identified street sexual harassment
COMMUNITY SECTORS MOBILIZED	Mobilized families to increase leadership skills for communication with children about sexuality, gender and healthy relationships	Mobilized a network of child welfare professionals to address child sexual abuse, and integrate anti-sexual violence into the agencies' intervention framework approach	Organized men to stand up against street harassment and educate their community about gender expectations, and healthy relationships
PRIMARY ALLIES	<ul style="list-style-type: none"> • Social workers, • Local youth-serving agency • Community leaders /residents 	<ul style="list-style-type: none"> • Child welfare professionals 	<ul style="list-style-type: none"> • St. Nick's Alliance, a local settlement house and youth-serving agency • Young men and boys from the community

LOGIC MODEL : PROJECT ENVISION PROGRAM DESIGN

Needs Assessment Data	Inputs	Program Activities	Outcomes (and outcome measures)	Goals

Evaluation

Process evaluation



Outcome evaluation



LOGIC MODEL PROJECT DESIGN TEMPLATE

Community Needs Assessment Data	Goals	Inputs <i>(Program Resources)</i>	Program Activities	Outcome
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Examples below have been illustrated from Project Envision South Bronx Community Coalition Goal Worksheet (2010)

<p><i>Data revealed that:</i></p> <p>① <i>Child sexual abuse (CSA) / molestation is a problem in the South Bronx</i></p> <p>② <i>The need to work with faith-based organizations and community to promote education on CSA</i></p>	<p>① <i>Increase community-level knowledge on CSA</i></p> <p>② <i>Develop strong partnerships with community members/ leaders and faith-based leaders to address the issue of CSA.</i></p> <p>③ <i>Increase the number and involvement of collaborative partners to address CSA in the community</i></p>	<p>① <i>Strategic partnership with faith-based organization, Rabbi Foster and the local Community Center (CC)</i></p> <p>② <i>Relationship with other Bronx community members and leaders</i></p> <p>③ <i>Part-time staff from three rape crisis centers providing training, prevention strategy and capacity building</i></p>	<p>① <i>Approach faith-based organization, CC and Rabbi Foster to seek assistance with community education</i></p> <p>② <i>Secure linkages between CC and faith-based organization to carry out the goals</i></p> <p>③ <i>Identify community members to be trained</i></p> <p>④ <i>Conduct training</i></p>	<p>① <i>Increase the knowledge of CSA in South Bronx community</i></p> <p>② <i>Increase community mobilization efforts by promoting education and community-based collaboration to address CSA</i></p>
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Evaluation



Process Evaluation



Outcome Evaluation

PROJECT ENVISION MODEL

Challenges, Strategies and Lessons Learned !



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How To Enhance Community Participation ?

Community Engagement
Activities in Local Businesses

Parenting / Skills
Building Classes

Speak out Sessions

Community Meetings

Educational workshop for
Community Members

Structured Community
Dialoguing Events

Community Gardening

Door Knocking

Film Screening

Social Media/Public Campaigns

MOBILIZING STRATEGIES USED

- ❖ Engaged traditional and non-traditional allies in sexual violence prevention efforts
- ❖ Prevention efforts were based on recognition that community members have expertise about the issues that affect them
- ❖ Built partnerships and developed activities that drew on existing community assets
- ❖ Prevention approaches were informed by community context
- ❖ Fostered collaborations among multiple rape crisis programs to benefit from shared resources

CHALLENGES EXPERIENCED IN MOBILIZING COMMUNITY COALITIONS

The challenges posed by this approach include the following:

- ❖ Sexual violence is often an under-recognized problem and can be hard to get community buy in
- ❖ The effect of community mobilization can sometimes be difficult to measure in tangible form
- ❖ Community mobilizing process can be onerous and time-intensive; consistent community participation can be a challenge
- ❖ Limited resources, staff turnover, and high levels of residential mobility can create additional levels of barriers.

LESSONS LEARNED

1. The success of community mobilization hinges on bringing different segments of the community together
1. Programs that integrate multiple strategies are more effective in changing social norms
2. Participatory methods are effective for engaging community members
3. Community mobilization approaches are most effective when there is community ownership

LESSONS LEARNED

5. Simplify messaging for the general public
6. Be mindful of the community “fit” of prevention programming
7. Mobilization efforts are successful when bottom-up organizing model is utilized in ways that integrate expertise of rape crisis professionals with community experience
8. Community mobilization is impactful when community organizers represent the community and have strong relationships with key stakeholders.



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**Developing Your Own Coalition-based
Community Mobilization Initiative !!**

DEVELOPING YOUR OWN COALITION-BASED COMMUNITY MOBILIZATION EFFORT

Five Key Steps

STEP 1: LAYING THE FOUNDATION

STEP 2: KNOWING YOUR COMMUNITY

STEP 3: CONVENING THE COALITION

STEP 4 : DESIGNING THE ROAD MAP

STEP 5 : CONDUCT EVALUATION

DEVELOPING YOUR OWN COMMUNITY- BASED COALITION

STEP 1: LAYING THE FOUNDATION

STEP 1 - 1

Conceptualize The Project

STEP 1 -2

Analyze Organizational Readiness

STEP 1 - 3

Identify Potential Partners

STEP 1 -4

Recruit A Coalition Planning Committee

DEVELOPING YOUR OWN COMMUNITY- BASED COALITION

STEP 2: KNOWING YOUR COMMUNITY

STEP 2 - 1

Analyze Member Readiness

STEP 2 -2

Assess Community Readiness

STEP 2 - 3

Determine Community's Strengths And Weaknesses

STEP 2 -4

Identify Community's Assets

STEP 2 -5

Foster Community Relationships

DEVELOPING YOUR OWN COMMUNITY- BASED COALITION

STEP 3: CONVENING THE COALITION

STEP 3 - 1

Identify Coalition Goals And Objectives

STEP 3 -2

**Devise Coalition Structure and
Governing Process**

STEP 3 - 3

Plan And Hold Coalition Meetings

DEVELOPING YOUR OWN COMMUNITY- BASED COALITION

STEP 4 : DESIGNING THE ROAD MAP

STEP 4 – 1

Design and Implement Community-Specific Prevention Programs

DEVELOPING YOUR OWN COMMUNITY- BASED COALITION

STEP 5 : CONDUCT EVALUATION

STEP 5 - 1
Process Evaluation

STEP 5 -2
Outcome Evaluation

ILLUSTRATING OUR SUCCESS

After 6 years of Project Envision, we asked the rape crisis programs :-

WHAT WAS THE MOST SUCCESSFUL ASPECT OF THE PROJECT?

Here's What They Said :

engage-my-community
comprehensive-approach

stronger-voice
pooled-limited-resources

Avoid-duplicating-prevention-efforts

Understood-Primary-Prevention

UNDERSTOOD-COMMUNITY-MOBILIZATION

WE-CANT-DO-IT-ALONE

Sharing-workload

CHANGING THE LANDSCAPE



Let's Hear From Our Peers In the Movement !
ONE BILLION RISING

Video : Rising (Trailer For One Billion Rising Short Film)

Link : <https://www.youtube.com/watch?v=7YS8NIBc-z0>



Questions?



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HANDOUTS

Next 2 slides



For information about the handout/ workbook please contact :

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NEW YORK CITY ALLIANCE AGAINST SEXUAL ASSAULT

STEPS TO COALITION BUILDING

Excerpt From “Increasing Our Capacity To Collaborate: A Primary Prevention Approach to Coalition Building” Workbook

By Saswati Sarkar

New York City Alliance Against Sexual Assault

STEPS TO COALITION BUILDING

STEP 1: LAYING THE FOUNDATION

ACTIVITIES	PURPOSE	TOOLS
STEP 1 - 1 Conceptualize The Project	In conceptualizing a collaborative project, it is important for the lead organization(s) to elucidate at least 1-2 initial project goal(s) at the onset by asking themselves the basic question : What do we want to accomplish?	Project Starter Worksheet
STEP 1 –2 Analyze Organizational Readiness	We must be thoughtful about why, when and how we engage in collaborative work. Are we ready for it? What steps do we need to take to develop our readiness?	Organizational Readiness Assessment
STEP 1 - 3 Identify Potential Partners	Fostering coalition membership is an ongoing process. In thinking about potential partners, consider who is already involved in the formation of the coalition and what roles are they currently playing. What other kind of expertise is missing from the coalition and who might best fit those roles?	Collaborative Partnership Analysis Worksheet
STEP 1 –4 Recruit A Coalition Planning Committee	Pull together a core group of members (i.e., individuals or organizations) who share common goals (e.g. sexual violence prevention), might be interested in or looking to engage in similar initiative as yours and would like to work in collaboration. Generating a list of potential Planning Committee members doing similar or related work in your targeted community can be the starting point.	–

STEP 2: KNOWING YOUR COMMUNITY

ACTIVITIES	PURPOSE	TOOLS
STEP 2 – 1 Analyze Member Readiness	When designing and implementing primary prevention efforts to address sexual violence, it is important to evaluate the coalition’s level of readiness to initiate a community mobilization effort and also identify potential areas for capacity building at the onset.	Member Readiness Assessment Worksheet
STEP 2 – 2 Assess Community Readiness	Assessing the community’s level of readiness for primary prevention of sexual violence at the beginning is helpful to ensure that mobilization efforts are tailored to the degree to which a community is prepared to take action on the issue and is therefore more likely to succeed	Community Readiness Assessment and Facilitator’s Guide
STEP 2 – 3 Determine Community’s Strengths And Weaknesses	Community Needs Assessment is a useful tool for community organizers to understand a community’s perception of the issue (e.g. sexual violence), its root causes and engage the community in defining their prevention priorities and opportunities for intervention.	Community Needs Assessment and Facilitator’s Guide
STEP 2 – 4 Identify Community's Assets	Community asset mapping is another helpful tool for identifying the tangible and intangible resources of the community and can serve as a useful resource in planning your program outreach and activities	Community Asset Mapping and Facilitator’s Guide
STEP 2 – 5 Foster Community Relationships	Community feedback generated through Individual, Organizational and Institutional Asset Mapping can be used as potential resources for planning strategic outreach and foster alliances.	–

STEPS TO COALITION BUILDING

STEP 3: CONVENING THE COALITION

ACTIVITIES	PURPOSE	TOOLS
STEP 3 – 1 Identify Coalition Goals And Objectives	As the coalition assimilates community-level data on prevention priorities and mobilization opportunities, it is helpful to design a well-defined roadmap of the coalition's goals, objectives, action steps and future direction.	SMART Goal/ Logic Model Template
STEP 3 – 2 Devise Coalition Structure and Governing Process	Once the coalition roadmap has been generated, the membership needs to devise a governing process and coalition structure to streamline its inner workings and group processes. This includes determining clear roles and responsibilities for the membership, devising coalition meeting structure, frequency and ground rules and deciding on the coalition decision making structure. Creating a well-defined and clearly laid out is a starting point.	Coalition Structure Map; Member Responsibility Charting Template
STEP 3 – 3 Plan And Hold Coalition Meetings	Once the Coalition has determined its inner structure and processes, and identified a roadmap, it might be a good idea to organize coalition meetings in various community settings. This might also be an opportunity to open up the coalition membership to the community, and invite new members.	–

STEP 4 : DESIGNING THE ROAD MAP

ACTIVITIES	PURPOSE	TOOLS
STEP 4 – 1 Design and Implement Community-Specific Prevention Programs	Engage community stakeholders and allies to design program activities that seem most relevant to the specific community being targeted. The key here is to ensure that those who are most affected by the problem are involved in designing the solution.	Logic Model Based Sample Project Design Template

STEP 5 : CONDUCT EVALUATION

ACTIVITIES	PURPOSE	TOOLS
STEP 5 – 1 Process Evaluation	Process Evaluation measures provide information about program functioning. As Linda Weiss (Director of the Center for Evaluation and Applied Research, New York Academy of Medicine) points out, Process Evaluation can be a handy tool for assessing program effectiveness in terms of addressing community needs, membership retention and recruitment; identifying barriers and facilitators to program implementation and developing recommendations regarding program expansion or adaptations. However, Process Evaluation measures need to be designed in tandem with the program plan at the onset.	Process Evaluation Tool
STEP 5 – 2 Outcome Evaluation	Outcome Evaluation measures can be useful in assessing the extent to which the program activities have achieved the desired goals for the targeted population. By attributing outcomes directly to program activities, outcome evaluation can demonstrate how successful your program efforts have been and ways in which you can improve future implementation. Just as Process Evaluation, this too needs to be designed at the beginning.	Outcome Evaluation Template